

Application No. 09/921,097  
Amendment dated August 28, 2007

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A method for using an interactive video, the method comprising the steps of:
  - delivering ~~a~~ the video to a client application accessible by a user and displaying the video on a visual display, the video having at least one interface link associated therewith, the interface link adapted to be displayed on the visual display and being linked to ancillary content accessible over a network;
  - Interacting with the interface link to access the ancillary content;
  - interrupting the delivery of the video to the client application ~~user and~~ interrupting the display of the video on the visual display at a point in time after the interacting with the interface link;
  - transmitting via the client application ~~the user's a~~ request of the user for the ancillary content over the network to a remote site where the ancillary content is stored;
  - delivering the ancillary content to the ~~user~~ client application and displaying the ancillary content on the visual display ~~for interaction by the user~~; and
  - continuing the delivery of the video to the client application ~~user and~~ continuing the display of the video on the visual display from the point in time when the delivery and the display of the video ~~were~~ was interrupted after the interaction ~~interacting with the interface link by the user~~.
2. (currently amended) The method of claim 1, wherein ~~said the~~ displaying of the video ~~step~~ includes streaming the video over a network to the visual display.
3. (currently amended) The method of claim 1, wherein ~~said the~~ interacting step with the interface link includes interacting with the interface link being embedded in the video.

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4. (currently amended) The method of claim 1, wherein ~~said the~~ interacting step with the interface link includes overlaying the interface link on the video on the visual display.
5. (currently amended) The method of claim 1, wherein ~~said the~~ interacting step with the interface link includes interacting with the interface link originating from a ~~separate feed~~ separate from ~~that a feed~~ of the video.
6. (currently amended) The method of claim 1, wherein ~~said the~~ interacting step with the interface link includes hiding the interface link from view on the visual display ~~until when~~ the interface link is not being interacted with by the user.
7. (currently amended) The method of claim 1, wherein ~~said the~~ displaying step of the video includes displaying the interface link as at least a partially transparent graphic.
8. (currently amended) The method of claim 1, wherein ~~said the~~ interacting step with the interface link includes interacting with primary ancillary content having a link to secondary ancillary content.
9. (currently amended) The method of claim 1, wherein ~~said the~~ displaying step of the video includes displaying the interface link having an appearance of moving across a screen of the visual display as the video is being played.
10. (currently amended) The method of claim 1, wherein ~~said the~~ interacting step with the interface link includes ~~the sub-step of~~ conducting a commercial transaction with the user.
11. (currently amended) The method of claim 10, wherein ~~said the~~ interacting step with the interface link includes ~~the sub-step of~~ accessing the ancillary content having a link to a site adapted to ~~handle~~ transact the commercial transaction.
12. (currently amended) The method of claim 1, wherein ~~said the~~ interacting step with the interface link includes accessing the ancillary content including information relating to the video.

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13. (currently amended) The method of claim 1, wherein ~~said~~ the interacting ~~step with the interface link~~ includes accessing the ancillary content including video.
14. (currently amended) The method of claim 1, wherein ~~said~~ the interacting ~~step with the interface link~~ includes ~~the sub-step of~~ conducting a commercial transaction using the ancillary content.
15. (currently amended) The method of claim 1, wherein ~~said~~ displaying step of the video includes displaying the video having a plurality of the interface links associated therewith.
16. (currently amended) A method for using an interactive video, the method comprising ~~the steps of~~:
  - delivering ~~a~~ the video from a remote location over a network to a client application accessible by a user and displaying the video on a visual display, the video having at least one interface link associated therewith adapted to be displayed on the visual display, the interface link providing access to ancillary content;
  - interacting with the interface link to access the ancillary content;
  - interrupting the delivery of the video from the remote location over the network to the ~~user~~ client application and pausing the display of the video on the visual display at a point in time after the interacting with the interface link;
  - accessing, via the client application, the ancillary content;
  - displaying the ancillary content ~~to on~~ the visual display ~~for interaction by a user~~; and
  - continuing the delivery of the video from the remote location over the network to the ~~user~~ client application and continuing the display of the video on the visual display from the point in time when the delivery of the video was interrupted and the display of the video ~~were interrupted was paused~~ after the ~~interaction~~ interacting with the interface link by the user.

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17. (currently amended) The method of claim 16, wherein ~~said the~~ displaying step of the video includes ~~the sub-step of~~ streaming the video to the visual display.
18. (currently amended) The method of claim 16, wherein ~~said the~~ interacting step with the interface link includes interacting with the interface link being embedded in the video.
19. (currently amended) The method of claim 16, wherein ~~said the~~ interacting step with the interface link includes overlaying the interface link on the video on the visual display.
20. (currently amended) The method of claim 16, wherein ~~said the~~ interacting step with the interface link includes interacting with the interface link originating from a separate feed separate from ~~that a feed~~ of the video.
21. (currently amended) The method of claim 16, wherein ~~said the~~ interacting step with the interface link includes hiding the interface link from view on the visual display until when the interface link is not being interacted with.
22. (currently amended) The method of claim 16, wherein ~~said the~~ displaying step of the video includes displaying the interface link as at least a partially transparent graphic.
23. (currently amended) The method of claim 16, wherein ~~said the~~ interacting step with the interface link includes interacting with primary ancillary content having a link to secondary ancillary content.
24. (currently amended) The method of claim 16, wherein ~~said the~~ delivering step of the video includes delivering the interface link having an appearance of moving across a screen of the visual display as the video is being played.
25. (currently amended) The method of claim 16, wherein ~~said the~~ accessing step of ancillary content includes ~~the sub-step of~~ conducting a commercial transaction with ~~a the~~ user.
26. (currently amended) The method of claim 25, wherein ~~said the~~ accessing step of ancillary content includes ~~the sub-step of~~ accessing the ancillary content having a link to a site adapted to ~~handle transact~~ the commercial transaction.

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27. (currently amended) The method of claim 16, wherein ~~said the~~ accessing step of ancillary content includes accessing the ancillary content including information relating to the video.
28. (currently amended) The method of claim 16, wherein ~~said the~~ accessing step of ancillary content includes accessing the ancillary content including video.
29. (currently amended) The method of claim 16, wherein ~~said the~~ accessing step of ancillary content includes ~~the sub-step of~~ conducting a commercial transaction using the ancillary content.
30. (currently amended) The method of claim 16, wherein ~~said the~~ delivering step of the video includes delivering the video having a plurality of the interface links associated therewith.
31. (currently amended) A method for displaying an interactive video, the method comprising ~~the steps of~~:
- delivering ~~a the~~ video to a client application accessible by a user and displaying the video on a visual display, the video having an embedded interface link associated therewith while the video is displayed, the interface link being linked to ancillary content ~~that is accessible over a network~~;
  - Interacting with the interface link to access the ancillary content;
  - Interrupting the delivery of the video to the client application user and ~~interrupting the display of the video on the visual display~~ at a point in time after the interacting with the interface link;
  - transmitting, via the client application, a user request of the user for the ancillary content over the network to a remote site where the ancillary content is stored; and
  - displaying the ancillary content ~~to on~~ the visual display.
32. (currently amended) The method of claim 31, wherein ~~said step of the~~ displaying of the video on a the visual display includes streaming the video over the network to the visual display.

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33. (currently amended) The method of claim 31, wherein ~~said~~ the interacting step with the interface link includes hiding the interface link from view on the visual display until ~~when~~ the interface link is not being interacted with.
34. (currently amended) The method of claim 31, wherein ~~said step of the~~ displaying the video on a visual display includes displaying the interface link as at least a partially transparent graphic.
35. (currently amended) The method of claim 31, wherein ~~said~~ the interacting step with the interface link includes interacting with primary ancillary content having a link to secondary ancillary content.
36. (currently amended) The method of claim 31, wherein ~~said~~ the displaying step of the video includes displaying the interface link having an appearance of moving across a screen of the visual display as the video is being played.
37. (currently amended) The method of claim 31, wherein ~~said~~ the interacting step with the interface link includes ~~the sub-step of~~ conducting a commercial transaction with a user.
38. (currently amended) The method of claim 37, wherein ~~said~~ the interacting step with the interface link includes ~~the sub-step of~~ accessing the ancillary content having a link to a site adapted to ~~handle~~ transact the commercial transaction.
39. (currently amended) The method of claim 31, wherein ~~said~~ the interacting step with the interface link includes accessing the ancillary content including information relating to the video.
40. (currently amended) The method of claim 31, wherein ~~said~~ the interacting step with the interface link includes accessing the ancillary content including video.
41. (currently amended) The method of claim 31, wherein ~~said~~ the interacting step with the interface link includes ~~the sub-step of~~ conducting a commercial transaction using the ancillary content.
42. (currently amended) The method of claim 31, wherein ~~said step of the~~ displaying of the video on a visual display includes displaying the video having a plurality of the interface links associated therewith.

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43. (currently amended) A method for displaying an interactive video, the method comprising ~~the steps of:~~  
delivering ~~a~~ the video to a client application accessible by a user and displaying the video on a visual display;  
displaying an overlaid interface link with the video based on ~~the a~~ a time elapsed during the display of the video, the overlaid interface link being displayed through a ~~separate-feed~~ separate from ~~that a feed~~ of the video, the overlaid interface link being linked to ancillary content;  
interacting with the interface link to access the ancillary content;  
~~interrupting the delivery of the video to the client application user and interrupting the display of the video on the visual display at a point in time after the interacting with the interface link;~~ and  
displaying the ancillary content ~~to on~~ on the visual display.
44. (currently amended) The method of claim 43, wherein ~~said step of the displaying of the video on a the~~ the visual display includes streaming the video over a network to the visual display.
45. (currently amended) The method of claim 43, wherein ~~said the interacting step with the interface link~~ the interacting step with the interface link includes hiding the interface link from view on the visual display ~~until when~~ until the interface link is not being interacted with.
46. (currently amended) The method of claim 43, wherein ~~said step of the displaying of the video on a visual display~~ the displaying of the video on a visual display includes displaying the interface link as at least a partially transparent graphic.
47. (currently amended) The method of claim 43, wherein ~~said the interacting step with the interface link~~ the interacting step with the interface link includes interacting with primary ancillary content having a link to secondary ancillary content.
48. (currently amended) The method of claim 43, wherein ~~said step of the displaying of an overlaid interface link~~ the displaying of an overlaid interface link includes displaying the interface link having an appearance of moving across a screen of the visual display as the video is being played displayed.

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49. (currently amended) The method of claim 43, wherein ~~said the~~ interacting step with the interface link includes ~~the sub-step of~~ conducting a commercial transaction with a user.
50. (currently amended) The method of claim 49, wherein ~~said the~~ interacting step with the interface link includes ~~the sub-step of~~ accessing the ancillary content having a link to a site adapted to ~~handle-transact~~ the commercial transaction.
51. (currently amended) The method of claim 43, wherein ~~said the~~ interacting step with the interface link includes accessing the ancillary content including information relating to the video.
52. (currently amended) The method of claim 43, wherein ~~said the~~ interacting step with the interface link includes accessing the ancillary content including video.
53. (currently amended) The method of claim 43, wherein ~~said the~~ interacting step with the interface link includes ~~the sub-step of~~ conducting a commercial transaction using the ancillary content.
54. (currently amended) The method of claim 43, wherein ~~said step of the~~ displaying of the video on a visual display includes displaying the video having a plurality of the interface links associated therewith.
55. (currently amended) A method for conducting commerce over a network during the display of a video ~~to a user~~, the method comprising ~~the steps of~~:
- delivering ~~a the~~ video from a remote site to a client application accessible by a user and displaying the video on a visual display, the video having an interface link associated therewith, the interface link being linked to a commerce site adapted to conduct commerce with the user that is accessible over ~~a the~~ network;
- interacting with the interface link during the display of the video ~~to access the commerce site~~;



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interrupting the delivery of the video from the remote site to the client application user and ~~interrupting the display of the video on the visual display at a point in time after the interacting with~~ the interface link is interacted with;  
accessing, via the client application, the commerce site;  
displaying the commerce site on the visual display; and  
continuing the delivery of the video from the remote site to the client application user and ~~continuing the display of the video on the visual display from the point in time where when~~ the delivery and the display of the video ~~were was~~ interrupted after the accessing of the commerce site.

56. (currently amended) The method of claim 55, further comprising ~~the step of~~ completing a transaction with the commerce site.

Claims 57 and 58 (cancelled).

59. (currently amended) A method for creating an Interactive video, the method comprising ~~the steps of~~:

encoding and storing the video onto a remote storage medium at a first site;

creating a link program adapted to interrupt delivery of the video from the remote storage medium to a client application accessible by a user at a second site ~~and to interrupt display of the video on a visual display at the second site~~, the link program providing access to ancillary content accessible over a network, the link program linking the ancillary content and the video to ~~the~~ a point in time when the delivery of the video from the remote storage medium to the client application user and ~~the display of the video on the visual display were is~~ interrupted;

associating the link program with the video;

delivering the video and the link program to the user client application;

and

displaying the video on the visual display; and

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interrupting the delivery of the video to the client application in response to interacting with the link program.

60. (currently amended) The method of claim 59, wherein ~~said the~~ associating step of the link program includes ~~the sub-step of~~ encoding the link program with the video onto the storage medium.
61. (currently amended) The method of claim 60, wherein ~~said sub-step of the~~ encoding of the link program is performed simultaneously with ~~said step of~~ encoding the video.
62. (currently amended) The method of claim 59, wherein ~~said the~~ delivering step of the video to the client application includes ~~the sub-step of~~ delivering the link program in a ~~separate-feed~~ separate from a feed of the video.
63. (currently amended) The method of claim 59, wherein ~~said the~~ delivering step of the video to the client application includes ~~the sub-step of~~ overlaying the video with the link program during ~~said the~~ displaying step of the video on the visual display.
64. (currently amended) The method of claim 43, wherein ~~the step of the~~ displaying of the video on the visual display includes interacting with a time code marker embedded in the video.
65. (currently amended) The method of claim 59, wherein ~~the step of the~~ associating of the link program with the video includes embedding a time code marker in the video to permit the display of an interface link to the ancillary content based on the time elapsed during the ~~display~~ displaying of the video.
66. (new) The method of claim 1, wherein the interrupting of the delivery of the video to the client application includes interrupting the display of the video on the visual display at the point in time after the interacting with the interface link; and wherein the continuing of the delivery of the video to the client application includes continuing the display of the video on the visual display from the point in time when the display of the video was interrupted after the interacting with the interface link.

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67. (new) The method of claim 31, wherein the interrupting the delivery of the video to the client application includes interrupting the display of the video on the visual display at a point in time after the interacting with the interface link.
68. (new) The method of claim 43, wherein the interrupting the delivery of the video to the client application includes interrupting the display of the video on the visual display at a point in time after the interacting with the interface link.
69. (new) The method of claim 55, wherein the interrupting the delivery of the video from the remote site to the client application includes interrupting the display of the video on the visual display at a point in time after the interacting with the interface link; and wherein the continuing of the delivery of the video from the remote site to the client application includes continuing the display of the video on the visual display from the point in time when the display of the video was interrupted.
70. (new) The method of claim 59, wherein the creating a link program includes creating a link program adapted to interrupt display of the video on a visual display at the second site.